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PRIME INVESTMENTS HOLDINGS LIMITED

(Incorporated in the Cayman Islands and continued in Bermuda with limited liability)

(Stock Code: 721)

PROFIT WARNING

This announcement is made by the Company pursuant to Rule 13.09 of the Listing Rules.

The Board wishes to inform the Shareholders and potential investors that it is expected the unaudited interim results of the Group for the six months ended 31 December 2008 may record a loss in comparison with the corresponding period in 2007. The Board believes that such possible loss is primarily attributable to (i) realised losses on disposal of financial assets at fair value; and (ii) unrealised losses on financial assets and convertible bonds at fair value.

Shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.

This announcement is made by Prime Investments Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”).

After preliminary review by the Company’s management of the unaudited management accounts of the Group, the board of directors of the Company (the “**Board**”) wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that it is expected the unaudited interim results of the Group for the six months ended 31 December 2008 may record a loss in comparison with the corresponding period in 2007. The Board believes that the unaudited interim results of the Group has been affected by the global financial turmoil and such possible loss is primarily attributable to (i) realised losses on disposal of financial assets at fair value; and (ii) unrealised losses on financial assets and convertible bonds at fair value.

The Company is still in the process of finalising the unaudited interim results of the Group for the six months ended 31 December 2008. The information contained in this announcement is only a preliminary assessment by the management of the Company based on the unaudited management accounts of the Group and the information currently available to them. The unaudited interim results of the Group for the six months ended 31 December 2008 are expected to be announced on or before the end of March 2009.

Shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.

By order of the Board
Prime Investments Holdings Limited
Wang Wen Xia
Chairman

Hong Kong, 12 January 2009

As at the date of this announcement, the Board comprises Ms. Wang Wen Xia and Mr. Pong Po Lam, Paul being the executive Directors, Dr. Chan Po Fun, Peter, Mr. Fung Cheuk Nang, Clement, Mr. Ding Xiaobin and Mr. Ma Jie being the non-executive Directors and Dr. Cheung Wai Bun, Charles, Mr. Zhang Yong and Mr. Zeng Xianggao being the independent non-executive Directors.